

Version: v07

Business Plan for: GreenHaven

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Module:	Entrepreneurship (BIMH5001)
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No of rows:	2,180 (there are another 1,119 words template owned)

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1 Executive summary

GreenHaven aspires to revolutionize the UK hotel sector by intertwining opulent service with environmental mindfulness, delivering an unparalleled eco-tourism experience. Strategically located amidst diverse natural settings, this boutique hotel distinguishes itself through its commitment to sustainability, harnessing natural light, and fostering breezy atmospheres.

The essence of GreenHaven's sustainability lies in both its structure and daily operations. From eco-friendly construction to embracing green technology, the hotel minimizes energy consumption. Daily activities prioritize waste reduction, water conservation, and biodiversity promotion, aligning with the Blue Ocean Strategy and community-oriented initiatives.

Aligned with the principles of corporate planning, GreenHaven aims to set new benchmarks in green hotel management, aiming for a £150,000 turnover in the first year. Over the next two years, projected increases of 10% and 5% anticipate customer satisfaction and expenditure growth, targeting turnovers of £165,000 and £173,250 respectively. (Agarwal et al, 2019)

GreenHaven offers a spectrum of services, including accommodation, tours, teaching, restaurant, and cultural immersion, tailored to diverse customer profiles. The resort's unique value proposition lies in its dedication to sustainability, a feature absent in competitors such as Holiday Cottages and Adventure People.

Market research reveals a demographic preference for females and a strong appeal to local markets, guiding GreenHaven's marketing strategies. Customer profiles encompass Nature Enthusiasts, Wellness Seekers, Adventure Travelers, and Early Retirees. By understanding customer desires and anticipating a varied market, GreenHaven envisions winning diverse customer groups. (Holloway et al, 2022)

Recognizing potential market risks such as entry challenges, capitalization, economic fluctuations, and legislative concerns, GreenHaven plans to mitigate these by strategic planning and adaptability. The pricing strategy aims to be competitive, considering a range of factors while maintaining profitability.

In essence, GreenHaven emerges as a pioneer in the UK hotel industry, marrying luxury with environmental responsibility, poised to reshape the landscape of eco-tourism.

2 Business details

Company name: GreenHaven AFAM Ltd

Address:

10 Woolacombe Rise, Woolacombe EX34 7AF

Primary contact method

Mr. Ahmod Suruk

M: 07141 701 004

The business will:

The Natural Yurt Resort at Khao Woo Lacombe, is located in SW of UK, in Cornwall. The Natural Yurt Resort GreenHaven provides amenities, such as a garden and a restaurant. Stay connected with free in-room Wi-Fi. Also perks such as free bottled water.

3 Key personnel

Details of owner(s):

Name: Mr. Mike

Position/main responsibilities: Financial Director

Experience and knowledge of our industry: Controller Manager for several small hotels during period 2013 to 2021

Previous employment: 1. Waiter, Valahia hotel/restaurant, 2010-2011
2. Receptionist, Ialomita hotel 2011-2012
3. Waiter, Capitol hotel, 2021-2013

Key skills brought to the business: very good interpersonal skills within company and with customers, customer-oriented attitude, admin tasks management, data oriented on top of

Business experience and any training undertaken: vast hotel admin experience, financial controlling in hotel industry extensive experience. MS Office accredited course Excel mainly pointed; basic accounting course

Academic/professional qualifications: qualified waiter; MS Office (Excel) certificate

Salary expectations £ £45,000

Name: Mr. Robin

Position/main responsibilities: Marketing, Customer relations

Experience and knowledge of our industry: Experience and knowledge of our industry: Extensive hotel management experience in Ghana, Aruba and United Kingdom

Previous employment: Hotel Manager, Divi Resorts, Aruba; Guest Relations Manager, Aruba Surf Club

Key skills brought to the business: Management, Staffing management

Business experience and any training undertaken: Business Owner

Academic/professional qualifications: BA Soioal Sciences

Salary expectations £ 25,000

Name: Mr. John

Position/main responsibilities: Assistant Manager

Experience and knowledge of our industry: Ensuring a pleasant customer experience, managing reservation, preparing for special event.

Previous Employment: Waiter /Restaurant 2010- 2015

Key skills brought to the business: Influencing people & guiding them in achieving a common goal. Improve customer service and sales focused

Business experience and any training undertaken: Managing restaurant business development. Provides excellent customer service and helping to make the budget

Academic/professional qualifications: Level 2 certificate

Salary expectations £ 25,000

Name: Mr. Brayn

Position/main responsibilities: Housekeeping Manager.

Experience and knowledge of our industry: Managing equipment and supplies. Conducting performance evaluation.

Experience and knowledge of our industry: Ensure all cleaning equipment is in proper working condition and make arrangements for repairs as needed.

Previous employment: Mercure Hotel 05/2017 - 08/2019

Days Inn Hotel 08/2019 – 12/2020

Key skills brought to the business: Maintain a cost control system for supplies, linen and cleaning supplies for efficient operation of the hotel.

Ability to anticipate customer needs, change goals and multi-task.

Business experience and any training undertaken: At least 2+ years experience in hospitality or guest services

Academic/professional qualifications: Level 2 functional skills.

Salary expectations £ 20,000

4 The business idea

Sum up your business idea:

GreenHaven's mission is to revolutionize the UK hotel sector by combining high-end service with environmental consciousness. GreenHaven was planned to provide an unrivalled eco-tourism experience by placing guests in the middle of a variety of natural settings. This boutique hotel stands out from the competition because to its convenient location, use of natural light and breezes, and dedication to environmental sustainability. (Karim et al, 2019)

The sustainability of GreenHaven stems from its structure and daily activities [as the organisation applies eco-friendly technologies, reduce carbon footprint from the environment, and ensures proper resource management regularly](#). The hotel's design and construction are thoughtfully crafted to reduce energy usage, with an emphasis on green technology and eco-friendly building supplies. Its activities are intended to minimize their environmental effect by minimizing waste, conserving water, and boosting biodiversity. [GreenHaven is eco-friendly hotel business organisation that will bring revolutionary change in the hotel business sector. The report explained that the organisation focuses of sustainable business operation to grow the business. It aims to become one of the leading sustainable hotel businesses of UK in the nest 3-5 years. The organisation supports the local community and environment through its business activities.](#)According to the Blue Ocean Strategy, which [promotes novel techniques to establish new market spaces for the organisation by focusing on innovation to break free from market boundaries](#) (Kim & Mauborgne, 2004), GreenHaven also participates in community-oriented activities that benefit local economies and cultures and play a crucial role to enhance the brand reputation of the organisation.

In keeping with the principles of corporate planning as outlined by Johnson and Scholes (Johnson & Scholes, 2004), GreenHaven seeks to lead the hospitality industry by establishing new standards for service and innovation in green hotel management. Moreover, it is recommended to include detailed sections on sustainability activities (Kim & Mauborgne, 2004), therefore GreenHaven did just that, laying out how it wants to be a model of eco-friendliness among UK lodging options. (Mahfud et al, 2019)

5 Business goals

1. What do you want to achieve in your first year of business? (for example, turnover of £100,000 or trading at breakeven)

The organisation is targeted that it will generate a turnover around £150,000 the initial year of establishment while operating business. The revenue will be increasing gradually when the brand value will be increasing, and more customers will be coming to take the services. There are lots of potentials for GreenHaven to become popular among the eco-enthusiasts which will help us in developing strong customer base for ensuring a sustainable and consistent flow of revenue all over the year. (Panteleiev et al, 2022)

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2. Where do you see your business in 3-5 years' time?

In 3-5 years, the organisation wants to become a leading environment friendly hotel business organisation of the United Kingdom that will ensure better quality services to the customers as well as support the environment through business activities. By following the Klofsten's business platform GreenHaven will increase investment in sustainable sectors build network in the local area and make partnership with local suppliers to grow the business in future. (Agarwal et al, 2019)

6 What the business does

Product/service	Features	Benefits
Accommodation	Eco-friendly rooms.	Supports to enhance customer experience.
Tours	With expert guide to ensure better experience.	Supports to explore new areas
Teaching	Proper instructions by the organisation	Supports to stay aware in new culture
Restaurant	Different kinds of foods	24/7 food service for the guests
Organic foods	Local fresh foods	Attract food lovers
Event space	Enough space and decoration	Grab the attention of business organisations
Sustainable transportation	Electric vehicle support	(Panteleiev et al, 2022)

7 What makes the business different (Value Proposition)

Your product/service is unique or different compared with the competition

- It is the perfect mix between comfortable hotel rooms, and beauty of wild nature met on tent camps
- Yurts brought here are at the very top of the latest technology, so that guests can feel them comfortable from beds to wardrobes and sinks (Tra et al, 2020)

8 Legal requirements (including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are:

1. The business needs to registration
2. Insurance for workers
3. Health safety of employees and guests
4. Intellectual property protection requirements
5. Certification for environment
6. Business insurances for interruption
7. Contractual obedience
8. Data safety

You will meet your legal and insurance requirements by:

1. AXA
2. Taking support from legal bodies
3. Developing data security
4. Making license
5. Cybersecurity
6. Following safety protocols
7. Purchasing business insurance
8. Providing financial supports to the employees

9 Market research

Trends in your chosen market are:

We have looked at two potential competitors Holiday Cottages and Adventure People. Holiday Cottages is a leading aggregator of eco-friendly cottages and homes in the UK ([Holidaycottages.co.uk](https://holidaycottages.co.uk)). The Adventure People similarly offer guests to reconnect with nature and live in a more sustainable fashion (<https://theadventurepeople.com>)

Studying the trends in the charts below us observed the following.

See Marketing three charts on Appendix

Gender Distribution:

The gender distribution indicates a higher percentage of female visitors, suggesting our marketing efforts and resort facilities and amenities should cater for female interests.

Age Demographics:

The age distribution is very diverse, but with a significant percentage within the 25-34 age group. However, we will consider the interests and preferences of all age groups. (Panteleiev et al, 2022)

Geographical Origin:

The overwhelming majority of visitors come from the United Kingdom. This indicates a strong appeal to local markets. However, with 12% of site visitors coming from Spain, USA and Australia we will be considering some international marketing.

How you know this:

- The marketing team of GreenHaven will know this by researching the marketplace. For example, conduction survey among customers.
- Through the network in the marketplace and feedback from customers the organisation will know this. (Mahfud et al, 2019)

10 Profiling customers

The customer groups you will be selling to are:

1. Nature Enthusiasts:

Characteristics: All age groups, both genders.

Interests: Eco-friendly practices, outdoor activities, nature exploration.

Offerings: Guided nature walks, sustainable practices, wildlife experiences.

2. Wellness Seekers:

Characteristics: Primarily females, diverse age groups but particularly strong from the 24+ age groups.

Interests: Spa treatments, yoga sessions, wellness programs.

Offerings: Spa facilities, wellness retreats, meditation spaces.

3. Adventure Travelers:

Characteristics: Primarily younger age groups (18-34), both genders.

Interests: Outdoor adventures, adrenaline activities, hiking, and exploration.

Offerings: Adventure packages, hiking trails, outdoor sports facilities.

4. Early retirees and seniors Age 55+:

Characteristics: Looking for a peaceful and rejuvenating experience.

Interests: nature walks, gardening workshops, and cultural events.

Offerings: Walks, Tai chi, birdwatching.

Your customer research has shown what your customers want is:

1. The research shows that customers of GreenHaven organisation wants quality services form the organisation at a low cost.
2. Customers also want healthy food and drinking services from the organisation and safe accommodation services. (Khalil et al, 2022)

How you know this:

- The organisation knows it by researching the marketplace and analysing reports of the marketplace.
- Besides this, conducting surveys in social media platforms GreenHaven and its marketing team know this. (Karim et al, 2019)

Number of customers you expect to win in each group and what they might pay:

Group Number of customers Price they might pay per unit

Nature Enthusiasts	250	£35
Wellness Seekers	100	£150
Adventure Travellers	50	£100
Early Retirees	150	£200

11 Profiling competitors

Competitor name Strengths Weaknesses

- The Green House Strong brand reputation Lack of community engagement
- Castle Green Hotel Strong social media presence Communication gap
- The Pod Cwtch luxury accommodation Better services High costs

How you can improve on their offer and/or price(s) unique offerings:

- GreenHaven will offer personalised guests services to successfully meet the unique demands of customers. (Jones et al, 2014)
- The organisation will reduce the price rate and practice sustainability to bring improvement.

12 Managing market risks

Write down the risks you have identified:

1. The organisation will face risks related to Market Entry
2. It has Sufficient Capitalisation (Holloway et al, 2022).
3. Current economic climate is instable that can create risks
4. Legislation changes can also increase risks of GreenHaven.

How will you manage these risks so that they become less of a threat:

1. The organisation will focus on cost-cutting strategy to reduce the risks.
2. The organisation will apply modern technologies to reduce risks (Chod et al, 2019).
3. The organisation will also ensure ethical practice to reduce risks of operating business.

13 Pricing

How you can calculate your prices:

- GreenHaven apply the cost based pricing strategy to successfully calculate the price.

How your prices compare with the competition:

Product/service	Your price(s)	Range of competitor prices (per unit)
Accommodation	£400	£450-£550
Foods	£150	£100-£250
Transportation	£200	£240-£400

Reasons for the difference between your price(s) and your competitors' price(s):

- The cost-cutting strategy applied by GreenHaven organisation and the strategy to using recycling products support the organisation to create differences between competitors' prices. (Agarwal et al, 2019)

14 Promotion and advertising

How and where will you promote your product/service?

GreenHaven and its marketing team will promote the products and services of the organisation by applying digital marketing strategy. The organisation will operate social media marketing campaign; apply influencer promotion in different social media platforms to successfully promote its services and products (Tra et al, 2020).

SWOT analysis

Strengths

- Environment friendly services of the organisation
- Personalised services of the organisation.

Strong employees of the organisation. **Weaknesses**

- Weak financial condition
- Lack of suppliers in the marketplace (Karim et al, 2019).

Opportunities

- Application of modern technologies.
- Different types of services and products.

Increasing demand of sustainable businesses (Chod et al, 2019). **Threats**

- Strong market competition
- Issues like BREXIT and COVID-19 (Panteleiev et al, 2022).

PESTLE

Political: Domestic and geo-political instability can influence the business activities of GreenHaven hotel. **Economic:** Inflation, unemployment issue and income level of people can influence the business activities of the organisation.

Technology: The dependency of business in modern technology can influence the business and its services (Agarwal et al, 2019). **Social:** Different wants and requirements of people in deferent areas, cultural differences etc. can also make impact (Tra et al, 2020).

Legal: Legal changes related to operate hotel businesses can influence the business activities of GreenHaven. **Environmental:** Natural calamities, sustainable business practice, pollution etc. can influence the business and its activities.

15 Staff

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
•	£60,000	5+ years experience in hotel management	Proven track record of success in leading and motivating teams, excellent communication and
• Executive Housekeeper	££25,000	3+ years experience in housekeeping	Ability to maintain a high standard of cleanliness, strong organizational and time management skills, ability to work General Manager independently (Tra, 2020)
• Head Chef	££40,000	5+ years experience in professional kitchens	Proven ability to create and execute high-quality dishes, strong leadership and team-building skills, excellent culinary knowledge (Mahfud and Lastariwat, 2019)
• Receptionist	££25,000	2+ years experience in hotel reception	Excellent communication and interpersonal skills, ability to handle multiple tasks simultaneously, knowledge of hotel systems and procedures
•	£		

16 Premises

Cost £

Premises required at start-up: Location, building, Interior design £104,625 (+£50k personal contribution)

Premises required in the future (if different): Additional hotel locations, Spa, restaurant expenses £320,000

17 Suppliers

Your key suppliers and their credit terms

Supplier	What you'll buy from them	Number of days' credit
• Local food suppliers (Online Retailers, e.g. Eco Food - Monkey Supply)	Naturally sourced food	
•	30 days	
• Eco-friendly cleaning products (Seventh Generation)	Biodegradable cleaning supplies	60 days
• Linen and towel suppliers (West Elm)	Sustainable linens and towels	45 days
• Furniture suppliers (IKEA)	Sustainable furniture	90 days
• Building materials suppliers (Lowe's, Home Depot)	Sustainable building materials	120 days
• Technology suppliers (Amazon)	Eco-friendly technology solutions	30 days
• Marketing and advertising agencies (Green Marketing)	Eco-friendly marketing and advertising services	60 days
• Legal and accounting services (Earthjustice)	Legal and accounting support	Net 30 days

18 Equipment

Resource	When	How funded	Cost £ per unit
Sustainable furniture (Chair, table)	At start-up	Loan	££500
Biodegradable cleaning supplies (Glass cleaner, soap)	At start-up	Loan	££200
Sustainable linens and towels (Hemp linens and towels)	At start-up	Loan	££100
Eco-friendly technology solutions (Energy-efficient LED lighting)	At start-up	Loan	££300
Eco-friendly marketing and advertising services (Eco-friendly printing services)	Ongoing		
Revenue	££200		
Legal and accounting support	Ongoing	Revenue	££100
Business insurance (Property insurance)	Ongoing	Revenue	££50
	£		

19 Managing operational risks

Risk Solution

Staff

- High staff turnover, Lack of qualified staff and Poor employee morale

Employees sickness absences

- The company will Implement a competitive compensation and benefits package, and offer training and development opportunities. Additionally, it will create a positive work environment (Panteleiev et al, 2022).
 - The company will also partner with local hospitality schools and training programs, and implement a comprehensive onboarding and training program. As per Karim et al. (2019), training will help the employees to stay more engaged with the company
 - Moreover, GreenHaven has also planned to conduct regular employee satisfaction surveys, address employee concerns promptly, recognise and reward employee achievements
-
- Documenting our absence management process in a sickness absence policy and adhering to it fully
 - Ensuring your process complies with UK employment law Treating everyone fairly and consistently in line with your policy

Suppliers

There are chances of Disruption of the supply chain, Poor quality of supplies and Unreliable delivery of supplies

- Such issues can be mitigated with the help of strategies like Diversifying suppliers, establishing strong relationships with key suppliers, and maintaining adequate inventory levels (Mahfud et al, 2019).
- According to Chod et al. (2019), diversifying the supplier base will reduce the dependency of the business on any particular organisation. Such a strategy will help them to become resilient to supply chain disruptions.
- Green Haven will have to negotiate with the suppliers regarding shipment tracking and delivery terms. According to Agarwal and Mishra (2019), the company must also develop a comprehensive quality control process establishing clear expectations and conduct

Finance

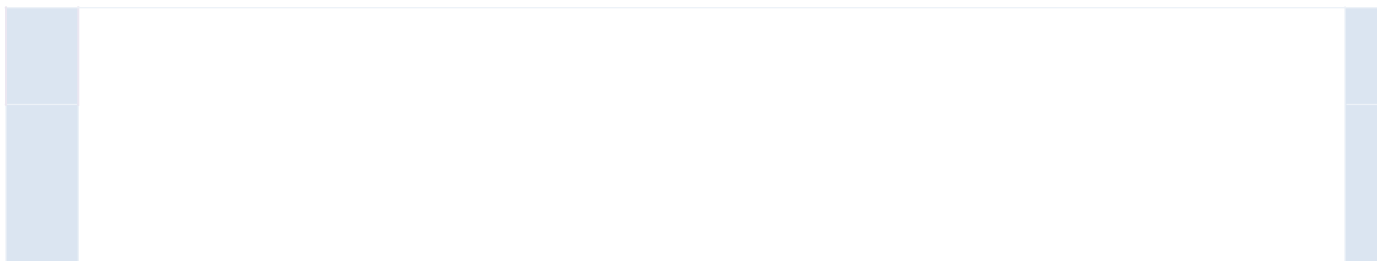
Please double click in the table below to access the embedded Microsoft Excel sheets to input your figures, Microsoft Excel will automatically update the total for you. If you do not have access to Microsoft Excel you can use the link below this table and save the file onto your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the file into this software. Please note that all tables can be customised and additional rows and categories can be added.

20 Start-up costs

Calculate how much money you need before you start trading

	£
IT and computers	1,000
Telephones and broadband	50
Equipment	3,500
Stock	4,200
Tools	1,500
Vehicles	6,500
Professional fees	3,500
Insurance	300
Rent/rent deposit	50,000
Stationery	63
Marketing	3,000
Consumables	75
Licences	7,500
Training	1,200
Association fees	340
Wages/recruitment for the first 3 months)	67,500
Security/health and safety equipment	850
Market research costs	250
First three months mortgage/lease	1,750
Utilities first three months bills	1,050
Yurts - 3 of 13 feet (initial cost out of £15k)	497
TOTAL £	154,625

* Total from here should be used in 22 Sourcing finance below



21 Profit and loss forecast

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total expected sales	150,000	165,000	173,250
Less variable costs	27,364	27,526	27,508
Gross profit (sales less variable costs)	122,636	137,474	145,742
=			
Calculate your gross profit margin % (gross profit divided by total sales x 100) (A)	82%	83%	84%
Salaries/wages (survival income + any staff)	240,975	253,024	258,084
Premises (including rent, rates, utilities)	80,600	7,800	7,800
Telephone and broadband	600	600	600
Printing, post and stationery	135	135	135
Advertising and promotion	27,000	29,700	31,185
Bank charges	2,500	2,300	2,100
Professional fees	7,700	7,700	7,700
Insurances	2,700	2,700	2,700
Bank/HP/Interest (payable to your bank)	100	100	100
Stock	1,152	1,248	1,344
Consumables	0	0	0
Equipment and vehicle leasing	16,391	18,030	19,833
Depreciation (straight-line for 9 years use)	1,556	1,556	1,556
IT & computers	3,800	2,500	2,500
Other - provisions	24,714	0	0
Other	0	0	0
Total fixed costs	409,923	327,392	335,637
Net profit (gross profit less fixed cost)	-287,287	-189,918	-189,895
Calculate your net profit margin (net profit divided by total sales x 100)	-192%	-115%	-110%
Calculate your break even	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total variable costs + total fixed costs (B)	437,287	354,918	363,145

22 Sourcing finance

Total borrowing requirement for the business

		£
Start-up costs		154,625
Personal start-up contributions (£12,5k each of us)	-	50,000
Other start-up contributions	-	2,800
Total required	=	101,825
The assets you have available as security		
	=	0

23 Managing financial risks (such as, sales are less than forecasted or start-up finance takes three months longer to obtain)

The risks that you have identified for your financial forecast are:

1. The main risk here is that we would have even less sales than forecasted, sales which are anyway not enough to cover the cost.
2. The second biggest one is the big amount of fixed wages, and this can be clearly seen in P&L where margin related to variable cost is very high 80%, and total margin, after all costs ends up negative (loss). Consequently, we have to take into account to move more towards temporarily labour, so that wages cost would follow much closer revenues, as it should (Khalil et al, 2022).

How you will minimise their impact:

1. We have to look for more customers in order to increase sales.
2. As stated above, we would think towards variable wages, much closer walking along side sales value (Karim et al, 2019).

24 Cash flow forecast (Click on the tabs within the Microsoft Excel sheet to view the second 6 months and summary)

	Start-up 0		1 - April		2 - May		3 - June		4 - July		5 - August		6 - September		TOTAL	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
INCOME																
Cash from sales (incl. VAT)	0	0	15,000	0	17,500	0	19,000	0	23,000	0	29,500	0	29,000	0	133,000	0
Cash received from debtors	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital/loans received	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other (please specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	0	15,000	0	17,500	0	19,000	0	23,000	0	29,500	0	29,000	0	133,000	0
EXPENDITURE																
Wages to staff (incl. PAYE & NI)	38,750	0	12,917	0	12,917	0	12,917	0	12,917	0	12,917	0	12,917	0	116,250	0
Premises (rent, rates & utilities)	50,800	0	2,550	0	2,550	0	2,550	0	2,550	0	2,550	0	2,550	0	66,100	0
Telephone & Broadband	50	0	50	0	50	0	50	0	50	0	50	0	50	0	350	0
Printing, post & stationery	63	0	63	0	63	0	63	0	63	0	63	0	63	0	441	0
Advertising & promotion	3,000	0	3,000	0	3,000	0	3,000	0	3,000	0	3,000	0	3,000	0	21,000	0
Bank charges	100	0	100	0	100	0	100	0	100	0	100	0	100	0	700	0
Professional fees	200	0	0	0	0	0	0	0	0	0	0	0	0	0	200	0
Insurances	300	0	300	0	300	0	300	0	300	0	300	0	300	0	2,100	0
Bank/HIP	208	0	208	0	208	0	208	0	208	0	208	0	208	0	1,458	0
Equipment & vehicle leasing	8,132	0	4,066	0	2,033	0	1,017	0	508	0	254	0	127	0	16,137	0
Payments relating to variable costs	0	0	2,736	0	3,192	0	3,466	0	4,196	0	5,382	0	5,290	0	24,263	0
Capital Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Payments	1,182	0	0	0	0	0	0	0	0	0	0	0	0	0	1,182	0
Other (marketing research, security, ...)	8,336	0	2,779	0	2,779	0	2,779	0	2,779	0	2,779	0	2,779	0	25,008	0
Owner's wages/salary (first 3 months)	28,750	0	9,583	0	9,583	0	9,583	0	9,583	0	9,583	0	9,583	0	86,250	0
Owner's National Insurance	1,438	0	479	0	479	0	479	0	479	0	479	0	479	0	4,313	0
Loan repayments (incl. interest)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Stock (most of within vb costs, line 21)	1,152	0	0	0	0	0	0	0	0	0	0	0	0	0	1,152	0
Consumables	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other (please specify) - Depreciation	130	0	130	0	130	0	130	0	130	0	130	0	130	0	907	0
IT & computers	1,000	0	100	0	100	0	100	0	100	0	100	0	100	0	1,600	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	143,590	0	39,061	0	37,484	0	36,741	0	36,963	0	37,895	0	37,676	0	369,411	0

25 Conclusion

As it currently stands, our idea will not work. In order to make it feasible we need to adjust on both sides turnover increase as well as expenditures decrease.

Speaking about sales, it has to be on the first place with Mr Ahmod, to work out a better vision for GreenHaven, and then Mr Festus see how marketing can helps next (Jones et al, 2014).

In point of expenditures decrease, a tough discussion with the agency which sales the land is required leaded by Mr Lupoae as a CFO, and Miss Andrea to work out better deals on supplies.

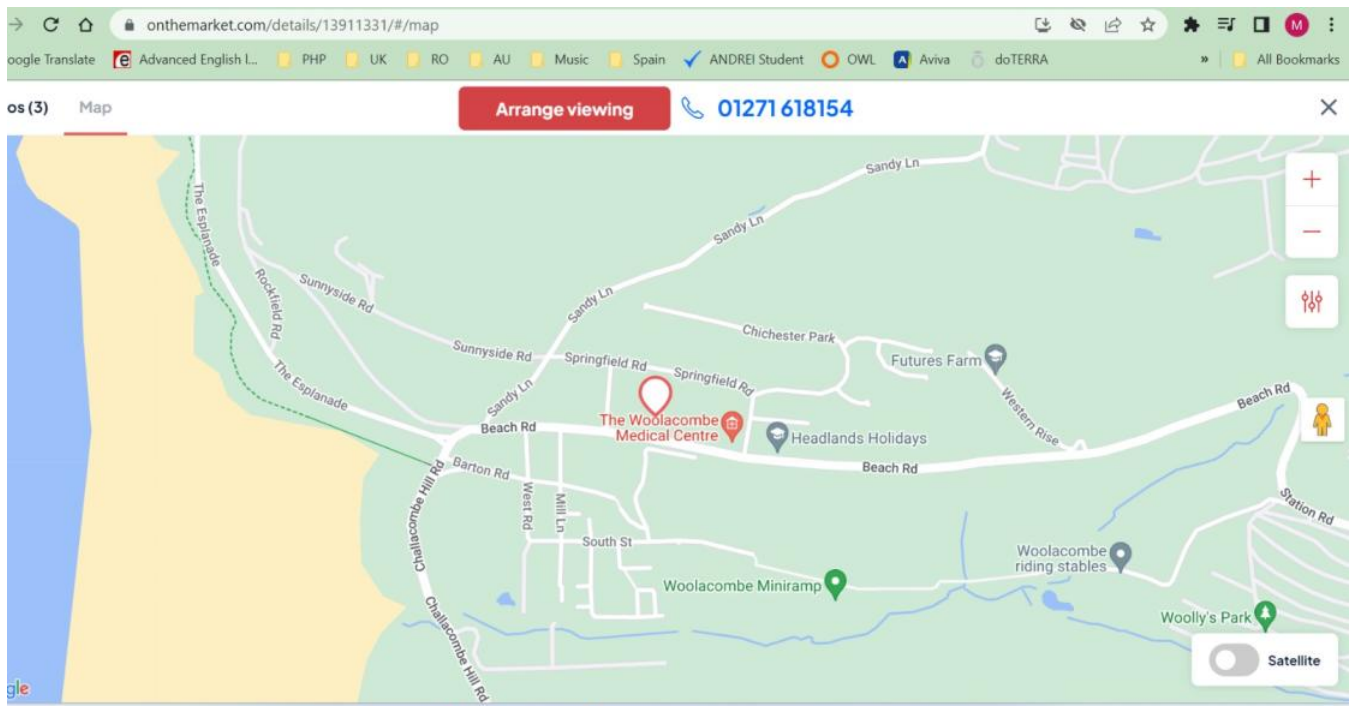
Last, not least, it might be to consider smaller wages for us, owners for a while. Not desired though.

26 References

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27 Appendixes

- Google map of the location of GreenHaven



- Yurt prices

woodlandyurts.co.uk/buy-a-yurt/prices/

HOME ABOUT US YURT FACTS YURT HOLIDAYS BUY A YURT GET IN TOUCH

	Yurt with zipped door and collapsible oak door frame	Yurt with solid oak doorframe and wooden door	Yurt with solid oak door, doorframe and high quality handmade hinges.
Four Foot Wall	Complete yurt with ash and oak frame full canvas cover and groundsheet		
Eleven foot ger	£3900	£4100	£4300
Twelve foot ger	£4100	£4300	£4500
Thirteen foot ger	£4600	£4800	£5000
Five Foot Wall			
Thirteen foot ger	£4800	£5000	£5200
Fourteen foot ger	£5300	£5500	£5700
Fifteen foot ger	£5700	£5900	£6100
Sixteen foot ger	£6100	£6300	£6500
Seventeen foot ger			

- Price for the property GreenHaven would be built in

- Key Partners - Local suppliers - Travel Agents - Expert guides	Key Activities -Eco-friendly services -Ensuring safe foods and drinks -Promoting environment (Holloway et al, 2022)	Value Proposition -Diverse services and products -Customer-centric services -24/7 services -Ensuring safety	Customer Relationships -Regular communication -work on feedbacks -customised services based on requirements	Customer Segments -Eco-friendly tourists -adventure lovers - Cultural enthusiasts
	Key Resources -Staffs -Natural sites -Modern technologies		Channels -Social media platforms -Website of the organisation. -person to person	
	Cost Structure -Rent -purchasing suppliers -operation costs -Marketing costs		Revenue Streams - Selling services - Transportation services -Partnership with other organisations (Tra et al, 2020)	

-
- Business Model Canvas for GreenHaven, by AltexSoft
-
- (Use the BMC to help explain this section)

[How much is your home worth? Get an instant valuation](#)[Experian](#). Check your FREE Experian Credit Score

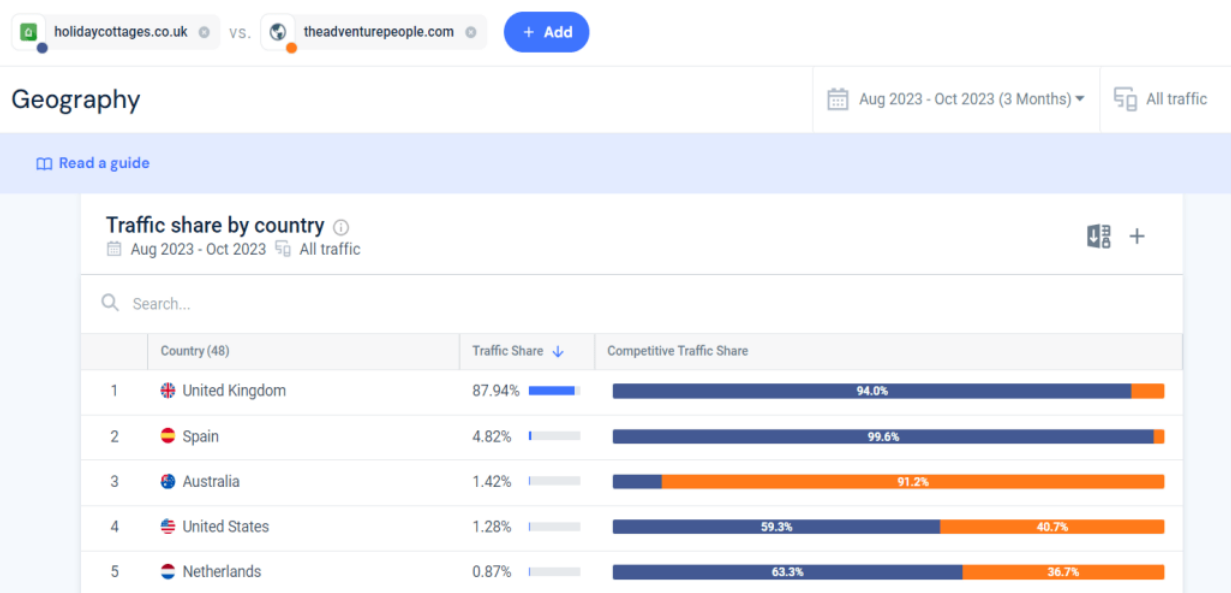
Guide price

£299,995

OnTheMarket < 7 days

Marketing charts: Gender distribution, geography, and age distribution





SWOT Analysis

This is a framework used for identifying the strengths, weaknesses, opportunities and threats of an organization. The SWOT analysis of GreenHaven will allow us to be aware of its strengths, weaknesses, opportunities and threats.



This is a framework used for identifying the strengths, weaknesses, opportunities and threats of an organization. The SWOT analysis of GreenHaven will allow us to be aware of its strengths, weaknesses, opportunities and threats.

- **Strengths:** Unique ambiance is one of the most significant strengths of GreenHaven that will melt the heart of the customers just by the first glance. The unique and intimate atmosphere at the Yurt resort will distinguish GreenHaven from classic accommodation. The customers will enjoy the wildness of yurts as well benefiting of more comfort than into a simple tents camp. The distinctive interior design will be helping us in attracting more customers that loves uniqueness and aestheticism. (Panteleiev et al, 2022)
- **Weaknesses:** The lack of brand recognition as a start-up business is one of the concerning matters for GreenHaven. There are not much popularity and brand value of the hotel which can be a problem in attracting customers. Besides, the limited resources can be another weakness of GreenHaven.
- **Opportunities:** The increasing demand for sustainable tourism expands the opportunity of growth which can be a positive sign for GreenHaven. It can expand yurt resort into more locations for growing. The digital marketing has significant benefits for promoting business within very short time.
- **Threats:** The increasing competition in the yurt resort industry can become an issue for GreenHaven. It might face negative impact of the competition when more businesses will be entering into sustainable tourism. (Mahfud et al, 2019)

PESTLE

PESTLE – Legal aspects

Planning and Zoning Regulations:

Compliance with local planning regulations and zoning laws is crucial.

Environmental Regulations:

Given that it's an eco resort, there may be specific environmental regulations to adhere to. This can include waste disposal regulations, water usage restrictions, and regulations related to protecting natural habitats.

Health and Safety Regulations:

Compliance with health and safety regulations is vital to ensure the well-being of guests and staff. This includes fire safety, building codes, and other regulations related to the safety of structures and facilities.

Employment Laws:

Adherence to employment laws, including minimum wage requirements, working hours, and employee rights, is essential.

PESTLE – Legal aspects (continued)

Accessibility and Disability Laws:

Ensure that the eco resort is accessible to individuals with disabilities, in compliance with relevant laws such as the Equality Act.

Licensing and Permits:

Obtain and maintain all necessary licenses and permits for the operation of the eco resort.

Data Protection and Privacy Laws:

If the eco resort collects and processes personal information from guests, it must comply with data protection and privacy laws.

Consumer Protection Laws:

Adhere to consumer protection laws to ensure fair and transparent business practices. This includes providing accurate information about services, pricing, and cancellation policies.

Waste Management Regulations:

Implement proper waste disposal practices in accordance with local regulations. This may involve recycling initiatives and proper disposal of hazardous materials.

A Business Plan for “GreenHaven”



Module: Entrepreneurship BMIH5001

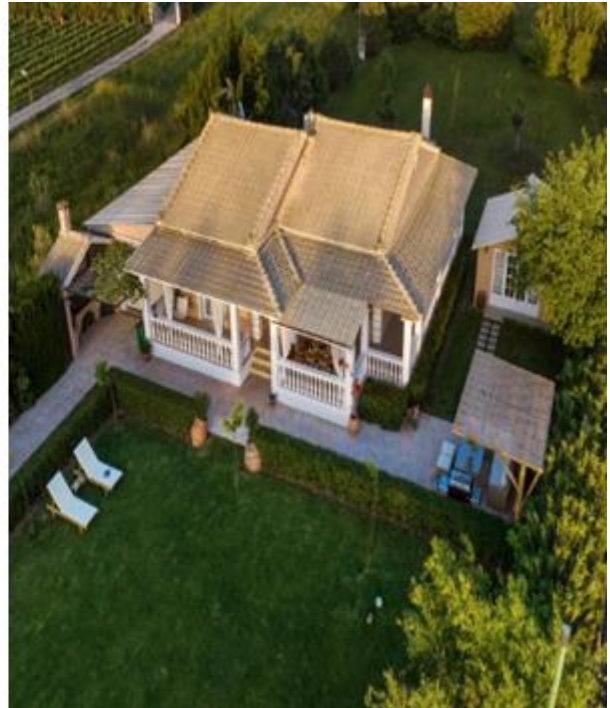
Lecturer: Christopher Wilkin

Student Name: Ahmod Suruk

Student ID Number: 2121358

Executive summary

- GreenHaven is eco-friendly hotel business organisation that will bring revolutionary change in the hotel business sector. The report explained that the organisation focuses of sustainable business operation to grow the business. It aims to become one of the leading sustainable hotel businesses of UK in the nest 3-5 years. The organisation supports the local community and environment through its business activities.



Presentations slides

Marketing

- GreenHaven will promote its eco-friendly initiatives to the customers to attract customers. In the marketing approaches the organisation will focus on digital marketing strategy like social media marketing to reach maximum customers to create opportunities. In the marketing activities GreenHaven will ensure the engagement of local communities, environmentally conscious travellers to promote the business effectively.



Presentations slides

Business Model Canvas

- Key Partners - Local suppliers - Travel Agents - Expert guides	Key Activities -Eco-friendly services -Ensuring safe foods and drinks -Promoting environment Key Resources -Staffs -Natural sites -Modern technologies	Value Proposition -Diverse services and products -Customer-centric services -24/7 services -Ensuring safety	Customer Relationships -Regular communication -work on feedbacks -customised services based on requirements Channels -Social media platforms -Website of the organisation. -person to person	Customer Segments -Eco-friendly tourists -adventure lovers - Cultural enthusiasts
Cost Structure -Rent -purchasing suppliers -operation costs -Marketing costs		Revenue Streams - Selling services - Transportation services -Partnership with other organisations		

Presentations slides

SWOT analysis

Strengths • Environment friendly services of the organisation • Personalised services of the organisation. • Strong employees of the organisation.	Weaknesses • Weak financial condition • Lack of suppliers in the marketplace.
Opportunities • Application of modern technologies. • Different types of services and products. • Increasing demand of sustainable businesses.	Threats • Strong market competition • Issues like BREXIT and COVID-19.



Presentations slides

Finances and Start-up support

GreenHaven will start the business activities by gathering funds from different sources. Below the sources are presented-

- Personal investment
- Bank Loans
- Private investors
- Partnership and joint ventures

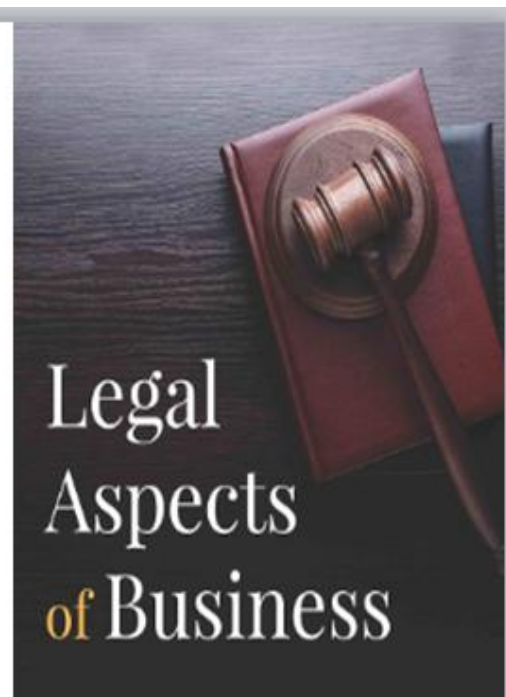


Presentations slides

PESTLE- Legal aspects

Legal aspects of the United Kingdom related to the Hotel business organisation can influence the business activities of GreenHaven. Some legal aspects are-

- Planning and zoning regulations
- Environmental regulations
- Health and safety regulations employment laws
- Accessibility and disability law
- Data protection laws
- Waste management laws.



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THANK YOU